IMPACTSMS: THE FUTURE OF SUBSCRIBER MANAGEMENT

Impact SMS is a hybrid Subscriber Management System (SMS) designed for service providers such as MSOs, ISPs, and OTT platforms, combining cloud-based and on-premise systems. By integrating seamlessly with Conditional Access Systems (CAS) and Digital Rights Management (DRM), Impact SMS ensures secure and efficient management of subscribers and content access. The system also talks to various 3rd party ISP and OTT Management systems. The system offers flexible billing, robust real-time reporting, advanced security, and scalable architecture, making it ideal for managing large subscriber bases.

KEY FEATURES AND CAPABILITIES

Cloud-Based LCO Application with On-Prem SMS Server: While the LCO application operates in the cloud, the SMS server is placed on-premises near CAS or DRM systems. This design ensures smooth integration and superior security for handling critical subscriber data, as well as synchronization of services like content access, service activations, and deactivations.

DRM Integration: Impact SMS integrates with all leading DRM solutions, offering service providers the ability to manage and control access to digital content while complying with industry standards. This is especially critical in today's content-driven market, where unauthorized access or piracy could significantly affect a provider's operations and revenue.

Comprehensive Billing and Payment Integration: Impact SMS supports both prepaid and postpaid billing models, giving service providers flexibility to cater to various customer preferences. The **REST API** allows seamless connection to any third-party

billing solution, giving operators the freedom to use their preferred system. Additionally, the platform connects with multiple third-party **payment service providers**, enabling smooth transactions and ensuring subscribers have a variety of payment options.

Unlimited Mobile App Access for LCO Agents: Impact SMS offers LCOs the ability to grant **unlimited mobile application access** to their agents. This ensures that field agents can manage subscribers, process payments, and handle service requests efficiently, whether they are working locally or remotely. This flexibility enhances operational efficiency and boosts customer service, enabling rapid responses to issues and improving overall subscriber satisfaction.

Real-Time Reporting and Scalable Architecture: Real-time reporting enables operators to track important metrics, such as subscriber data, payment status, and content consumption, allowing data-driven decision-making. The cloud-based architecture ensures that the platform can scale effortlessly as the subscriber base grows, ensuring seamless performance even under heavy load.

Mobile App Integration and Remote Access: The platform includes a dedicated mobile app that allows service providers to manage operations remotely. With features such as subscriber management, billing, and service controls available on the app, operators can maintain full oversight even when they are away from the office.

24/7 Technical Support: Recognizing the need for reliable service, Impact SMS offers **around-the-clock technical support** to ensure that

operators can resolve any issues quickly and minimize service disruptions. This feature is crucial for maintaining high service standards and ensuring smooth operations in a fast-paced industry.

CUSTOMER AND PAYMENT EXPERIENCE

For **end customers**, Impact SMS makes the payment process simple and accessible. Customers can pay the full MRP through either the mobile application or the online portal. The convenience of online payments, paired with the platform's secure infrastructure, guarantees a smooth experience for subscribers. Furthermore, with **split payment options**, Local Cable Operators (LCOs) can realize their commission instantly, boosting cash flow and financial flexibility.

In addition, Impact SMS allows LCOs to provide **unlimited mobile applications** to their agents. This empowers agents in the field to efficiently manage subscriptions, process payments, and handle subscriber requests in real time, improving the overall service and increasing operational efficiency.

CONCLUSION

Impact SMS is a powerful hybrid subscriber management system designed to meet the unique needs of MSOs, ISPs, and OTT service providers. Its combination of cloud-based flexibility, on-premise security, and seamless integration with leading DRM systems ensures efficient, secure, and scalable operations. With features like real-time reporting, third-party billing and payment integration, and unlimited mobile app access for agents, Impact SMS provides a comprehensive solution that enables service providers to manage their subscriber base efficiently while maximizing revenue opportunities.

For more information, visit: **https://impactsms.in**